

GOVERNMENT OF JAMMU & KASHMIR
DIRECTORATE OF SCHOOL EDUCATION JAMMU
MUTHI CAMP, JAMMU-181205

The Chief Education Officers..... (All)
Jammu Division.

No: DSEJ/Cul/ 2141-75

Dated: 23/01/2025

Subject: Celebration of National Voters' Day on 25th January, 2025.

To promote electoral participation and to infuse democratic values **National Voters' Day** is celebrated across the country every year on 25th January. The theme of National Voter's Day 2025 is "**Nothing like voting, I vote for sure - वोट जैसा कुछ नहीं, वोट जरूर डालेंगे हम।**"

In this connection, you are directed to instruct HOIs of all schools of your respective district to conduct activities such as debates, discussions and competitions (including quiz, drawing, skit, song, painting, essay writing etc.) as part of National Voters' Day (NVD) celebrations. Also direct the subordinate staff/officers of your respective district to take the **NVD pledge** (copy enclosed-both Hindi and English) on **25th Jan, 2025 at 11:00 A.M** to create awareness among people about the importance of registration of votes and ensure their active participation in elections for Stronger Democracy in India.

You are further directed to issue necessary instructions to the subordinate staff to adhere to instruction of the Election Commission of India issued vide communication No. 491/ECI/LET/FUNC/SVEEP-1/NVD/2024 dated 16th January, 2025 (**copies enclosed**) and ensure maximum participation in celebration of National Voters' Day 2025.

The **logo for 'National Voters' Day'** which reinforces the importance of voting must also be suitably utilized on official stationary, merchandise, website etc. The photographs /videos of different events (NVD Pledge taking) should be uploaded using hashtag **#NVD2025** on your respective social media handles/website. Submit ATR of this campaign with this office on e-mail to innovationdsej@gmail.com for further submission to higher authorities.

Treat the matter as most urgent.

Encl: (09 lvs)

Director School Education
Jammu

Copy to the:-

- 1. Principal Secretary to Government, School Education Department, Civil Secretariat, J&K for kind information.**
- 2. Deputy Commissioner (All) Jammu Division for information please.**
- 3. Joint Director (All) Jammu Division for information.**
- 4. Principal, DIETs (All) for necessary action.**
- 5. I/C website DSEJ for necessary action.**
- 6. I/C Cultural & Coordination Cells DSEJ, for necessary action.**



GOVERNMENT OF JAMMU AND KASHMIR
GENERAL ADMINISTRATION DEPARTMENT
CIVIL SECRETARIAT, J&K

Subject: **Celebrations of National Voters' Day - 2025.**

Circular No.04-JK(GAD) of 2025
Dated:20.01.2025

National Voters' Day is being celebrated across the country on 25th January, 2025, with the theme of "**Nothing like voting, I vote for sure**" "वोट जैसा कुछ नहीं, वोट जरूर डालेंगे हम।".

In order to ensure befitting celebrations of National Voters' Day across the Union territory of Jammu and Kashmir, the Election Commission of India has desired that necessary instructions be issued to schools and educational institutions for organizing events like debates, discussions, competitions (drawing, skit, song, painting, essay etc) on the above mentioned theme. The events shall be organized on 25th January, 2025 (Saturday) **at 11:00 A.M.** It has further been desired that the officers/officials of Government Departments/PSUs/Corporations and offices in the Union territory shall be administered the **NVD pledge** on the Day (**Copy enclosed**) and that photographs of these events be uploaded using hashtag #NVD2025, on their respective social media handles or website(s) of these Departments/PSUs/ Corporations. Besides, the logo for National Voters' Day, which reinforces the importance of voting, may also be suitably utilized on official stationery, merchandise, websites etc.

Further, the Departments/Offices where Saturday is a non working day, the event shall be organized on 24th January, 2025 (Friday).

Accordingly, it is impressed upon all Administrative Secretaries, Divisional Commissioner(s), Deputy Commissioner(s)/Heads of the Departments/ Managing Directors of all PSUs/Corporations to strictly comply with the instructions of the Election Commission of India issued vide communication No.491/ECI/LET/FUNC/SVEEP-I/NVD/2024 dated: 2nd January, 2025, read with communication No. 491/SVEEP-I/NVD/2024 dated: 16th January, 2025 (**copies enclosed**) and ensure appropriate National Voters' Day Celebrations across the Union territory of Jammu and Kashmir.

Sd/-

(M. Raju) IAS

Commissioner/Secretary to the Government

No. GAD-ADM0II/21/2022-09-GAD

Dated:20.01.2025

Copy to:

1. All Financial Commissioners (Additional Chief Secretaries).

2. Director General of Police, J&K.
3. All Principal Secretaries to the Government.
4. Principal Secretary to Hon'ble Lieutenant Governor, J&K.
5. Principal Resident Commissioner, J&K Government, New Delhi.
6. All Commissioner/Secretaries to the Government.
7. Chief Electoral Officer, J&K.
8. Joint Secretary (JKL), Ministry of Home Affairs, Government of India.
9. Divisional Commissioner, Kashmir/Jammu.
10. Director, J&K Institute of Management, Public Administration & Rural Development.
11. All Deputy Commissioners.
12. Director Information, J&K.
13. Chairperson, J&K Special Tribunal.
14. All Heads of the Departments/Managing Directors.
15. Secretary, J&K Public Service Commission.
16. Director, Archives, Archaeology and Museums, J&K.
17. Director Estates, Kashmir/Jammu.
18. Secretary, J&K Services Selection Board/BOPEE.
19. OSD/Private Secretary to Hon'ble Chief Minister.
20. Secretary, J&K Legislative Assembly.
21. Private Secretary to Chief Secretary, J&K.
22. Private Secretaries to all Hon'ble Ministers, J&K.
23. Private Secretary to Advisor to Hon'ble Chief Minister, J&K.
24. Private Secretary to Hon'ble Deputy Chief Minister, J&K.
25. Private Secretary to Commissioner/Secretary to the Government, GAD.
26. Circular/Stock file/Website, GAD. "Hindi and Urdu versions shall follow"


(Rohit Sharma)JKAS

Additional Secretary to the Government


20/01

20.01.2025



ELECTION COMMISSION OF INDIA

Nirvachan Sadan, Ashoka Road, New Delhi-110001

No. 491/ECI/LET/FUNC/SVEEP-I/NVD/2024

Dated: 2nd January, 2025

To

✓ Chief Secretaries of
All States/ UTs

Subject: National Voters' Day (25th January) 2025 – regarding.

Sir/ Madam,

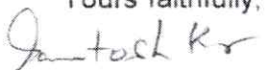
As you are aware, National Voter's Day (NVD) is celebrated across the country on 25th January every year, and we are approaching the 15th National Voters' Day on 25th January, 2025. The theme of NVD celebrations for this year is **"Nothing like voting, I vote for sure"** "वोट जैसा कुछ नहीं, वोट जरूर डालेंगे हम".

2. In keeping with the practice, it is requested that schools and educational Institutions in your State/ UT be directed to conduct activities such as debates, discussions, and competitions (including quiz, drawing, skit, song, painting, essay, etc.) as part of the National Voters' Day (NVD) celebrations on the above mentioned theme. The said events may be organised as per appropriate guidelines/ protocols in place. Additionally, educational institutions must be encouraged to administer the voters' pledge on 25th January, 2025. The Copy of the pledge is enclosed herewith.

3. I would also like to request you to direct that all staff and officers in State Government Department/ PSUs and officers in your State/ UT to take the NVD pledge at around 11:00 AM or at any suitable time during the day, on 25th January, 2025. Respective Chief Electoral Officer of the State/UT may be contacted for clarification, if any.

4. The logo for 'National Voters' Day 2025,' which reinforces the importance of voting, may also be suitably utilised on official stationery, merchandise, websites etc. The photographs of all these events/ activities may be uploaded using hashtag #NVD2025, on their respective social media handles or website wherever possible.

Yours faithfully,


(SANTOSH KUMAR)
SECRETARY

Copy to: The Chief Electoral Officers of all States/ UTs.

Encl: NVD pledge (Hindi/ English), NVD Logo (Hindi/ English).



National Voters Day

Logo



Voters' Pledge

"We, the citizens of India, having abiding faith in democracy, hereby pledge to uphold the democratic traditions of our country and the dignity of free, fair and peaceful elections, and to vote in every election fearlessly and without being influenced by considerations of religion, race, caste, community, language or any inducement".

मतदाताओं द्वारा ली जाने वाली शपथ

"हम, भारत के नागरिक, लोकतंत्र में अपनी पूर्ण आस्था रखते हुए यह शपथ लेते हैं कि हम अपने देश की लोकतांत्रिक परम्पराओं की मर्यादा को बनाए रखेंगे तथा स्वतंत्र, निष्पक्ष एवं शांतिपूर्ण निर्वाचन की गरिमा को अक्षुण्ण रखते हुए, निर्भय होकर, धर्म, वर्ग, जाति, समुदाय, भाषा अथवा अन्य किसी भी प्रलोभन से प्रभावित हुए बिना सभी निर्वाचनों में अपने मताधिकार का प्रयोग करेंगे"।

Link for Open Files of NVD logo and Pledge (Hindi/English)

<https://drive.google.com/drive/folders/1beud9Yx3GyHuDLt5QRXJJkOSnnY8eEh4?usp=sharing>





ELECTION COMMISSION OF INDIA
Nirvachan Sadan, Ashoka Road, New Delhi-110001

No. 491/EC/LET/FUNC/SVEEP-I/NVD/2024

Dated: 2nd January, 2025

To,

The Chief Electoral Officers of all States/UTs

Sub: - National Voters' Day (25th January) 2025 - reg.

Sir/Madam,

I am directed to state that the 15th National Voters' Day shall be celebrated across the country at State, District and Booth level on 25th January 2025. The Theme for the 15th NVD is "Nothing like voting, I vote for sure" "वोट जैसा कुछ नहीं, वोट जरूर डालेंगे हम". The Logo file is attached herewith for kind reference.

You are requested to steer the NVD celebrations with wide publicity focused on the above mentioned theme. All the photos & videos related to celebration of NVD, such as administration of voters' pledge, distribution of EPIC cards etc. shall be uploaded on the social media platforms using #NVD2025. The NVD celebrations in the State, as in the past, shall include the following components in addition to already existing plans at the CEO, DEO and the Booth level:

1. Comprehensive Communication plan:

- a. Various events/ programmes across the State/UT shall be organised focusing on the above mentioned theme. Further a comprehensive communication plan shall be developed by issuing necessary Print, TV, Radio advertisements, social media campaigns, field programmes and interpersonal communication, webinars/ seminars etc.
- b. Propagation of the NVD theme through various Government schemes and programs.
- c. The NVD theme & related messages in the form of posters and banners should be prominently displayed in the offices of the CEO, DEOs, EROs and the VFCs (Voter Facilitation Centers).
- d. A Print Advertisement may be brought out on 25th January, 2025, highlighting the theme (details regarding ECI advertisement, if any, shall be shared subsequently).

2. Engagement with State/ District Icons:

- a. The State/ District Icons may be engaged (through recording of audio-video messages) to spread awareness about the Commission's initiatives and widely publishing the current theme "Nothing like voting, I vote for sure" "वोट जैसा कुछ नहीं, वोट जरूर डालेंगे हम". The audio/ video message of the Icon shall be uploaded on the respective social media platform using #NVD2025.
- b. All States/UTs should take appropriate efforts to nominate inspiring and non-partisan personalities from all walks of life to be the Election Icon. Persons with disabilities, senior citizens, transgender and personalities from other marginalized sections shall be encouraged to be Election icon.

3. Partnership and Collaborations:

- a. The CEOs/ DEOs shall ensure partnerships and collaborations with various Government departments such as banks, Post offices, Railways, Panchayati Raj, institutions, Civil Bodies etc.
- b. The Corporate bodies, Civil Society Organisations and others may be engaged with, for organising various events like competitions (quizzes, essay, debate etc), webinars etc. in the run upto the NVD 2025.
- c. Also various departments/ organisations/ bodies may be encouraged to administer NVD pledge on the National Voters' Day, and the same may be uploaded on their social media handles/ website using hashtag #NVD2025.

4. Social media engagement activities:

- a. CEO/DEO office may engage with various social media agencies, to create and develop the creative content for the NVD and get it uploaded on their respective social media handles.
- b. All the activities by various departments/organisations etc. to be uploaded on their respective social media handles.
- c. The hashtag #NVD2025, #NothingLikeVoting should be used while uploading the content on the social media accounts.

5. Key Activities: Following SVEEP activities related to NVD are to be conducted: -

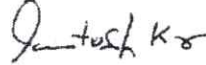
At Village/ District/ State level events by BLO/DEO/CEO
1. Newly registered voters shall be facilitated by handing over the EPIC Card during NVD function.
2. NVD pledge is to be administered to all the people present during the event. For this, the content of the pledge to be circulated over WhatsApp groups in advance.

<p>3. Video and other creatives to be shared extensively with all the households/ participants through WhatsApp groups and other media. Further, other awareness films/ material as prepared by State or District on Postal Ballot, Assured Minimum facilities at Polling Stations, EVM/VVPAT, Voter Helpline App, Ethical Voting etc. can also be shown at the ceremony, in local languages.</p> <p>Please note that creatives are to be made available in the accessible formats, in line with the current theme of NVD to make the information available to all stakeholders.</p>
<p>4. The logo for 'National Voters' Day', which reinforces the importance of voting, shall also be suitably used on official stationery, merchandise websites, Election related presentations etc.</p>
<p>Event at Village Level by BLO</p>
<p>The Booth Level Officers (BLOs) to organise an event at each polling station area and shall felicitate newly registered voters appropriately and also to hand over the EPIC to new electors. DEO to provide the logistics required for the brief ceremony in each polling station area.</p>
<p>Event at District Level by DEO</p>
<p>Organise the NVD function, at the District headquarters in association with various institutions/ organisations such as Panchayat Raj institutions, Academic institutions, Civil Society groups, organisations of youth volunteers like NSS, NCC, Scouts & Guides, NYKS, media etc.</p>
<p>Event at State Level by CEO</p>
<p>1. Organize NVD function at the State capital, in association with Media, Civil Society, Volunteer Groups, State Administration, State Election Commission & Corporates etc.</p>
<p>2. Sign Language Interpreters to be deployed during the function. The venue of the NVD functions to be made accessible as far as possible.</p>
<p>3. Necessary advertisement in print / electronic media may be issued, along with hoardings and banners at different locations across the State/UT.</p>
<p>4. Deployment of dedicated staff at Block, Sub-division and District levels may be done to effectively undertake NVD related activities as directed.</p>
<p>5. BLOs shall be trained about their role for NVD activities by the EROs/AEROs, as directed.</p>

As the theme of the NVD, this year, is "Nothing like voting, I vote for sure" "वोट जैसा कुछ नहीं, वोट जरूर डालेंगे हम", it is expected that events would be organised by involving PwDs, Women, Senior citizens and Vulnerable sections of the society. Further, efforts should be made to popularise ECI App for PwD (SAKSHAM App) through various CSOs working in the field. Also awareness regarding Assured Minimum Facility & Postal ballot provision would be ensured, through various events. Offline Events, if any, shall be conducted at accessible venues and sign language interpreters must be engaged to reach out to all stakeholders.

The preparations for the NVD may be closely monitored by the office of the CEO/DEOs.

Yours Sincerely,


(SANTOSH KUMAR)
SECRETARY

Encl: NVD pledge (Hindi/ English), NVD Logo (Hindi/ English).

By Speed Post / E-mail

ELECTION COMMISSION OF INDIA

Nirvachan Sadan, Ashoka Road, New Delhi - 110 001

No. 491/SVEEP-I/NVD/2024

Date: 15th January, 2025

To

The Chief Secretaries of
All States/ UTs

Subject: 15th National Voters' Day 2025 - NVD pledge administration - regarding.

Sir/Madam,

I am directed to refer to the Commission's letter of even no. dated 02.01.2025 (copy enclosed) wherein it was requested to direct all the staff and officers in State Government Department/ PSUs and educational institutes to administer the National Voter's Day pledge on 25th January, 2025, to celebrate the National Voter's day.

In this connection, it is stated that as 25th January, 2025 (Saturday) being a non-working day in many States/UTs, the pledge may be administered on 24th January 2025 (Friday) in such States/UTs. In the remaining States/UTs, the pledge shall be administered on 25th January 2025 as initially planned.

Yours faithfully,

Encl: As above.


(SANTOSH KUMAR)
SECRETARY

Copy for information and necessary action:

The Chief Electoral Officers of all States/UTs